

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPTON, INC.

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Our new box comes with a surprise inside.

It has everything you'd expect in a box: crash proof sides and a handy Flip-Top.[®] And something you'd never expect in an ultra light: flavor. Real, honest-to-gosh satisfying cigarette flavor. The reason is Enriched Flavor.[®] And if so much flavor with so little tar doesn't surprise you, there could be only one reason: You already smoke Merit Ultra Lights.

Enriched Flavor[®] ultra low tar. A solution with Merit.



New Merit Ultra Lights Box.

Kings: 9 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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